

Appl. No. : 10/768,336  
Filed : January 30, 2004

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Applicants respectfully disagree with the characterization of the present invention in the Notice of Allowance (see page 4, first full paragraph) to the extent that such characterization deviates from the language of the independent claims. As one example, the statement refers to alerting a user that another user has purchased a “similar product.” However, the independent claims do not refer to a “similar product,” and do not require a determination of whether two products are similar. Applicants assume the Examiner’s characterization is not intended as a definitive statement of claim scope, but rather is intended as a general description.

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## REMARKS

This paper is responsive to the Notice of Allowance issued on March 6, 2007, and is being submitted with the Issue Fee. By the foregoing amendments, Applicants have corrected several typographical errors discovered in the specification, and have replaced the original abstract with a new abstract that complies with the 150-word limit of Rule 1.72. In addition, Applicants have revised the claims as follows:

- Dependent Claim 71 has been rewritten in independent form.
- Dependent Claims 72-97, which correspond to allowed dependent Claim 45-62 and 65-69, have been added to further define the subject matter of independent Claims 70 and 71.

If any issues are raised by this paper, the Examiner is requested to call the undersigned representative at his direct dial number listed below.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

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